<Product>

Product Summary

Overview of product or service.

Target customers.

Product Environment

Overview of product or system environment.

Figures or flowcharts, as applicable.

System Requirements

Overview of system requirements.

Product Features or Description of Services

<Product> Features	
Service Description	
Feature 1	▪ Feature 1 description
Feature 2	▪ Feature 2 description A ▪ Feature 2 description B
Optional Feature 1	▪ Optional feature 1 description
Optional Feature 2	▪ Optional feature 2 description A ▪ Optional feature 2 description B

Features Not Included

List and description of features not included that customers might expect or ask about.

<Product> Features Not Included	
Feature Not Included 1	▪ Description.
Feature Not Included 2	▪ Description A ▪ Description B

Product and Service Benefits

Explanation of how product and services benefit customers.

<Product> Benefits
Benefit 1
Benefit 2
Benefit 3

Customer Support

Description of standard ITS Customer Support features and levels of service, and, product-specific levels of service.

ITS Customer Support
24x7 problem submission via phone or web.
Problem priority evaluation based on importance of system, system degradation severity, and number of users affected.
Response to problem submission within two business hours for low and medium priorities, one business hour for high priorities, and, thirty business minutes for urgent priorities.
Normal business hour response 7:30am-5:30pm Monday through Friday.
ITS Tiered Support Model standard operating procedures to facilitate prompt problem tracking and resolution.
Customer satisfaction input and satisfaction measures.
Customer Support measures and reports targeting resolution performance, escalation performance, and, outage reports.
Product-specific support feature 1.
Product-specific support feature 2.

Product Cost Structure

<Product> Costs		
Billable Item	**One Time Charge**	**Monthly Charge**
Service Totals		

Explanation of Product Costs.

<Product> Optional Costs		
Optional Item	**One Time Charge**	**Monthly Charge**

Explanation of Optional Product Costs.

Product Rate(s)

<Product> Rate	
One time charges	
Monthly charges	

Optional one time charges	Value

Explanation of the product rate.

Product Provisioning

Product provisioning flowchart

Explanation of who should use the flowchart and how it should be used.

Ordering and delivering the product

Description of how to order the product, i.e., location of the order form(s), approvals required, how to submit the form, etc.

Description of how the product is delivered, once the order form is submitted. This will be used by ITS as a standard operating procedure, and by the customer for what to expect.

Product tracking and billing

Description of how product information for customers is stored and tracked, and, how this information is interfaced to the billing system for customer billing.

Product Agreement

Text about the understanding between ITS and any customer ordering this product, regarding the specified product components to be delivered at the specified product rate.